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Intro

The purpose of this instruction manual is to create a resouce that provides assistance and support in creating an effective marketing plan.

It is my personal belief that to do anything well, a deep, higher-level understanding of what we're doing and why we're doing it is necessary. Taking this belief to heart, I feel it best to create this instruction manual in that same way

For the sake of fruitful conversation and foundational agreement on the base of our logical framework, let's simply define a business as a wealth gathering vehicle. In this context, we'll stick to defining the wealth that's being gathered here as currency.

Now, in order to achieve the goal of wealth-gathering, a full-fledged, robust business is typically comprised of the divisions commonly known as sales, marketing, and production but for the sake of conversation, let's look at it in another way ;

The business needs to perform activities that directly cause the acquiral of currency (sales), the business needs to perform activities that directly lead to the events that cause acquiral of currency (marketing), and the business needs to provide real, concrete, value, which thus makes it meritorious of the wealth it gathers (production).

To make this come alive in a real way, the sign with the name of the store would be marketing, the goods or produce offered would be production, and the aisles where the cashiers receive currency for goods sold and produce proof-of-sale, commonly referred to as point-of-sale (moment where exchange of value takes place), would be sales.

Now, obviously, human beings comprise all 3 of these divisions of the business. Even if technology is employed to assist in a particular activity, it is still the human being who's at the heart of activity, ensuring that it goes as it is intended.

Thus, because of the pricelessness of human beings, most businesses also comprise of a management unit that takes care of human-related matters, ensuring that human morale and overall Energy is kept at optimum levels. It is typically from here that organizational policies, terms of use for resources, and other administration duties stem from.

Now, what's most interesting and important to note is that, if you think about it, all of these divisions are, infact, one ecosystem. In other words, what occurs in one division will affect the other. It is this important truth and fundamental fact that makes genuine rapport, respect, and even/if possible, appreciation, between divisions paramount to the success of the business. Hopefully, I can do a good job of highlighting this as we go over the 3 factors to an effective marketing plan ; traffic, the conversion process, and end product or service.

Traffic

For the sake of fruitful conversation and foundational agreement on the base of our logical framework, let's simply define traffic as the source of activity. In this context, when we're defining the source of activity, we're talking about where the message of the marketing campaign will be delivered. This is of paramount importance because the source of activity defines the overall nuances in the message itself.

For example, making a post on a social media platform, creating an ad on a print medium, or even producing an adword that is to be displayed on the packaging of a product directly highlight the importance of the source of activity. Not only will the source of activity literally define how the message is presented--setting character limits like word count, style limits like limiting it to one channel of communication like written as opposed to permitting a multi-dimensional channel of communication, or even scope limits like attempting to re-define the exercise of free speech by censoring certain words and modalities of communications while encouraging particular words and favoring other modalities of communications—and the duration of time in which it has the highest chances of being most engaged with—indirectly setting visibility mechanisms in motion like expiration dates or « relevancy scores ».

This is why interconnectedness between divisions is so vital. In a technology-oriented business, where the nuances in the technology can literally evolve from one moment to the next, genuine and wholehearted communication can spell the difference between mis-communicating an expected feature and mis-managing expectations and over-delivering on a promise and meeting unsatisfied desires.

The Conversion Process

For the sake of fruitful conversation and foundational agreement on the base of our logical framework, let's simply define the conversion process as turning a non-believer into a believer. In this context, when we're defining the conversion process, we're referring to the process or sequential series of events that causes someone who's attention we've garnered (via the traffic component) to come to the realization that they could benefit from our product or service. This is of paramount importance because the conversion process not only defines who our ideal customer is, but it, more importantly, defines how we are to benefit this ideal customer.

For example, going up to someone's door and making an offer, creating a « strategic education »/educational-exposes-based marketing campaign, or placing your logo followed by our mission statement and service or product directly highlight the importance of the conversion process. Not only will The conversion process literally define who is reached—setting demographic, psychographic, socioeconomic, and even geopolitical limits by defining how accessible the message will be—and how they will be reached—setting exercise of freedom of speech limits by defining the communication, engagement, and interaction experiences that will be offered to them, with the hopes that they will want to connect with us—which, conversely sets the range of freedom we have to most accurately define our value to them. In other words, it's about finding the balance between being accessible, yet not overbearing, while being helpful, and not strategizing.

This is why interconnectedness between divisions is so vital. In a manufacturing-oriented business, where the use of equipment and technology is so specific and particular, genuine and

wholehearted communication can spell the difference between bad press and an unending slew of customer complaints and good publicity and an unending grassroots viral effect of positive word-of-mouth marketing/of positive testimonials speaking on your behalf and for your behalf.

The End Product Or Service

For the sake of fruitful conversation and foundational agreement on the base of our logical framework, let's simply define the end product or service as the heart of the business. I know this is quite eccentric, but bear with me.

For a human heart to function, it needs alot of things ; in overly simplified terms, it needs an off-kiltered synaptic pathway, which creates a potential difference, and thus, a « current » of sorts being created. This creates the pulse, which creates the heartbeat, which allows the heart to pump blood into all other parts of the body and perform its respective duties. Notice that, for each of the elements that comprise the heart, if just one of them is changed, we will end up with a radically different heart ; if the mass of the synaptic pathway is bigger or smaller, then the mass of the heart is different. If the gap between synapses is bigger or smaller, the potential difference, and thus, current, pulse, and rhythm created is different. All these factors tie into the finalized manifestation of the heart.

In the same way, if a business' production division changes, then this will affect all other divisions since it might affect the way it's marketed or sold ; maybe certain features will have to be removed or changed because of a loss of maintenance and support for those features, which could potentially affect a revenue stream. If a business' sales division changes, then this will affect all other divisions since it might affect the transaction or overall activity capacity of a

business ; it might not be able to process and deal with all the demands for the end product or service in a timely manner, and that may affect its income, which may affect its overall demand, and thus market share, which conversely affects how the end product or service is portrayed. If a business' marketing division changes, then this will affect all other divisions since it might affect the public's overall perception of the production ; maybe they might lose awareness of a particular channel or mode of communication, and not be able to reach their ideal customer as effectively as before.
In this, it is clear to see how all divisions essentially play a part in the end product or service, and overall value that is provided to the ideal customer, and why their collaboration is of paramount importance. Now, to tie it back to the big picture.

Recall that, as illustrated above, all the divisions or parts of a business and the human beings that help make each activity within the business essentially make up an ecosystem. And this ecosystem is essentially guided by one person ; the CEO and his vision for the business.

It is the vision of the business owner that define the path, decisions, and overall potential possibilities that will be presented to the business. In other words, a strong vision helps in discerning both the day-to-day or short-term impacting decisions—the ones that cause an effect in the here and now--and the longterm-impacting decisions—the ones that cause a ripple effect that's left long into the future—and it is this vision that gives fortitude to make organizational course corrections if necessary.

Something as « simple » as creating a marketing plan to increase revenue by introducing a new line of goods affects the very foundation and infrastructure of the business—presenting difficult decisions that need to be made like whether or not the current income can support the added expenses of employing staff to handle the respective activities (marketing, sales, even production) to manage this new income stream, whether or not policies and documentation need to be changed to reflect this change, and whether or not this will affect overall resources and terms of use for said resources—and is not something that should be taken lightly.

This is why being aligned with a well-defined vision helps in realizing and becoming aware of multidimensional nuances like what part of the business cycle a business is currently in and thus, clearly be able to correctly discern that it is not only fit to go through a smooth expansion but also to sustain such growth in a healthy way going forward. A well-defined vision should put all employees on the same page with the business owner and founder, and thus, help guide their behavior, actions, and decisions accordingly.

Furthermore, it helps streamline what needs to be optimized ; what could truly benefit from added resources and capital gained from an effective marketing plan from what is working extremely well just as it is at the present moment.

Ultimately, this is what prevents the mis-management of time, energy, and resources and maintain wise use of such things ; the difference between realizing that there's more than enough capital left in retained earnings to offer a company-wide raise and a boost in key

activities like raising the level or morale or technology upgrade, which consequently, increases its assets while raising its market value and filing bankruptcy because a company spent money it didn't have, could not recoup the debt within the alloted time, and was forced to forfeit on its agreements.

A well-crafted vision helps a business see a version of itself in distant future, allowing it to be more patient in its day-to-day behaviors, assured in the fact that as long as it's making all the small little right things, time will always be on its side. And it is this vision that imparts the spirit necessary to craft any off the business development activities necessary for the foundation, growth, and success—both short-term and long-term—of the business.

Once the vision has been fully understood, anything is possible, and things like creating an effective marketing plan are done with the utmost clarity. This is because you know why you're doing what you're doing—how it ties into the big picture health of the business and it what way it contributes to moving it forward and towards that future version of itself—and the components that need to be accounted for if the marketing plan is absolutely necessary.

For example, a school might think that it needs to enact a strong brand awareness campaign in order to garner the attention of particular category of students, yet upon aligning itself with its vision, it suddenly becomes inspired to re-assess all its resources--both tangible and non-tangible—and be surprised to find that a simple announcement to assist the members of the institution those students most identify with will garner all of those students' attention, thereby spending less time, energy, and resources to attract those students. Or it might want to do more for its students—offer more classes, student activity centers, gyms, more teachers, etc—and not have the capital for it, only to re-align with their vision, and suddenly become inspired to re-assess all its relationships, and be surprised to find that their genuine assistance in assisting a neighbouring school transforms the entire region into something close to a municipality, or community-geared asset, and thus opening a whole set of resources and possibilities to them.

To tie it all together, a strong vision should align the business, top-to-bottom, and serves in all manners and aspects of its operation, shedding light on what needs to be done, and what is working just fine.

Once a clear understanding of the vision is achieved, a concrete goal should emerge based on the current needs of the business. It is from this understanding that an aligned goal--creating with it a set of tasks that serve to reinforce the overall infrastructure and ecosystem of the business by incorporating and giving due respect to its various divisions--is made.

Action Steps

1. Get aligned with the vision. What is the conveyed future version of the business. In what direction is the business heading going forward. Is it a particular sector or industry/based on integration. Is it a particular service or product/based on capabilities. Is it a particular market share position/based on revenue. Is it a particular impression/based on influence. The clearer of a picture you can get, the better. This is where people who have been working there for a long time can be a huge help
2. Assess its real needs. Start by listing what has been needed for the longest time. Then move towards what could be done better. Often times, you'll realize that there are some things that are missing that would drastically improve what's currently being done.
3. Ask someone if you're right. This is to cover your bases and gain more knowledge and data on the situation at hand. Sometimes, you might realize that there's a good reason why some things have been left the way they are, and that maybe your attention is needed on more pressing matters. This will greatly simplify your work and save you a bunch of time planning on something that was never needed in the first place.
4. Plan of action : Clearly state the goal or desired effect. What are you trying to accomplish ? Once you know your what, and you're aligned with your why, you're in a better position to clearly discern the how. Once this is accomplished, go back to step 3, and ensure that this is a viable goal. You may sometimes realize that they are more convenient matters to achieve what you desire.

5. Plan of action : Potential traffic sources. Assuming you've been greenlighted, and you've identified something that could benefit from a marketing plan, start listing all viable traffic sources. Recall that the source of your traffic greatly affects how your message is to be presented and how likely it is to be engaged with. Try to keep that in mind as you're defining what you want to say in each respective source of traffic. As you're doing this, paint a clear picture of who you would like to address and who your ideal customer is.
6. Plan of action : Potential conversion process. Begin listing possible sequential series of events that will demonstrate how you can be a benefit to your ideal customer. Keep in mind how this will shape the level of engagement you will be able to elicit from them and the form that their response is allowed to take.
7. Plan of action : End product or service. Provide them with the actual value that you know they will surely benefit from, and that you can acquire currency from them with. Ensure that it actually meets their needs, demands, and concretely leaves them better off then when you found them.

Hope this instruction manual proves to be useful to you and thank you for granting me your time, and attention ☺